Possible Existing/New Marketable POINT Services

****

POINT/Whole Earth Institute are looking for new ways to disseminate information and we need your help!! Please read through the items listed below and give us some feedback!

****

Research Service

Description: Calling a 900 number, a caller would be offered the following menu:

- to order a packet of information on a set topic
- to order a back issue of WER or Signal
- to talk to a research person
- to get some weird or wacky facts
- to hear about the environmental Hero of the week

The caller could hold on and get quick information via phone/fax or he/she could ask, for a set fee, to be sent a packet of pertinent data POINT might have on a topic.

Questions:

- Is this a service POINT should offer? Yes___ No___
- Would you use it? Yes___ No___
- What you be willing to pay for the phone call?
  - $50 an hour? $3 for three minutes... $_____
- What you be willing to pay for a packet of information?
  - $35 ? $50? $_____
- What would a company pay for unlimited access to this service for a year? $_____

Corporate Consulting

Description: For a set fee to POINT, a forward looking corporation that would like to obtain such an ideological and/or business edge, could receive the following:

- a certain number of WER subscriptions
- an advance two-page summary of highlights from the upcoming issue of WER
- a Special Issue Book (if published)
- unlimited access to the POINT Research Line for one year
- one day visit from a POINT consultant

Questions:

- Is this a service POINT should offer? Yes___ No___
- Would you use it? Yes___ No___
- What specific Consulting topics should POINT focus on? _____

_____

- Would you be willing to offer your services for POINT? _____
- What you be willing to pay for such a service? $_____
- What would a company pay annually POINT for such a service $_____

Environmental Packaging

Description: As a way in which they can offer benefits to their customers and/or employees while bolstering their own image, these corporate leaders may wish to invest in the POINT Environmental Package. For a set fee a corporation would receive the following

- a tour for 25 people of ten Bay Area Restoration sites
- a copy of the POINT book - Healing the Earth
- a copy of the Ecolog calendar
- unlimited access to the POINT environmental database for one year
- a special session about/with an environmental interesting person

Questions:

- Is this a service POINT should offer? Yes___ No___
- Would you use it? Yes___ No___
- Would you be willing to offer your services for POINT? _____
- What you be willing to pay for such a service? $_____
- What would a company pay annually POINT for such a service $_____

Library Membership

Description: The library could symbolize what it is POINT stands for -- a vehicle that provides access to information and community -- a site which will be useful and inviting to users as both a stellar research center and a congenial community hub. For a set fee a corporation would receive the following

- annual membership
- monthly updates of new books POINT has received
- 4 special displays at the corporate offices set up by POINT

Questions:

- Is this a service POINT should offer? Yes___ No___
- Would you use it? Yes___ No___
- What you be willing to pay for such a service? $_____
- What would a company pay annually POINT for such a service $_____

Other Services

Questions:

- Can you think of other services POINT should offer? Yes___ No___
- What? _____
- How would this work? _____
- What you be willing to pay for such a service? $_____
- What would a company pay annually POINT for such a service $_____